

Utah Weed Awareness Campaign Launch

Have you ever wondered what a noxious weed is? What about how to identify noxious and invasive plants in your backyard or while on a hike? On April 15th 2006, the Utah Weed Awareness Committee will launch a Weed Awareness Campaign, designed to bring about greater awareness of noxious and invasive weeds and their impacts in Utah.

In February of 2005, the Utah Weed Advisory Council and the Utah Weed Control Association drafted "The Utah Strategic Plan for Managing Noxious and Invasive Weeds". The plan establishes a statewide mission to "appropriately manage existing and invasive weeds in Utah ". (Utah Strategic Plan for Managing Noxious and Invasive Weeds, February 2005 draft).

In support of the management plan and the priorities outlined in the plan, the Utah Weed Awareness Campaign Committee was formed to develop an awareness and education campaign for noxious and invasive weeds. The committee is made up of representatives from federal, state, and local weed management and conservation entities throughout the state, and is charged with developing a marketing strategy to promote weed awareness statewide.

In May of 2005, the group began meeting monthly to develop a campaign strategy and action plan with the knowledge that noxious weeds degrade the environment, recreation, agriculture, and public health; costing taxpayers much more than just a dollar value, with major impacts to biodiversity.

The Campaign this year will target outdoor recreation and will include radio ads, billboards, a website, and an ad in the upcoming 2006 Hunter Proclamation.

To learn more about the Utah Weed Awareness Committee and this years weed campaign visit www.ob-noxious.org.